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Why is the NFL Gaining Popularity?

February 7, 2016 is when Super Bowl 50 was played, and on that date a reported 111.9 million people tuned in on televisions according to CNN.com. This is a decrease from 2015’s 114.4 million people that tuned into watch Tom Brady’s New England Patriots face the Seattle Seahawks in Super Bowl 49 (but deflategate can be thanked for the increase on viewership on that one). Which brings me to the question, why is the NFL gaining popularity and viewership? Over the past few years the NFL’s commissioner, Rodger Goodell, has dealt with multiple scandals and with the opinion of multiple people including broadcasters, sponsors, and the general public is the belief that Rodger Goodell has not dealt with those scandals correctly. The cases that I would like to look at are the cases on Tom Brady, Daryl Washington, Stedman Bailey, Adrian Peterson, Ray Rice, and Greg Hardy. Each of these cases have significant impact on showing the media and the NFL’s viewers on where NFL’s morals stand as an organization. These cases vary on the needs of punishment but they still leave the regular fan scratching their head. Even though the NFL leaves their fans in complete confusion, and show that they do not have a moral compass, the fans still dump their money and their time into the NFL and therefore, advertisers are still paying big money to be affiliated with the NFL. Even though the NFL has been poor on dealing with their players and their moral dilemmas, how come the NFL is gaining popularity and hitting new all time highs on profit? That is what I want to discuss.

Tom Brady and the New England Patriots won the AFC Championship game on January 18th 2015 over the Indianapolis Colts 45-7 and the Patriots were ready to focus their efforts on beating the Seattle Seahawks for the Super Bowl. That was until an Indianapolis sports columnist named Bob Kravitz reported on his personal twitter account “Breaking: A league source tells me the NFL is investigating the possibility the Patriots deflated footballs Sunday night. More to come” (Kravitz). Kravitz’s tweet spread like a wildfire through the Twitter Universe and by 7am the next morning Tom Brady was already getting questioned about deflating the footballs. According to a Ted Wells investigative report, footballs were taken from both teams to have their psi checked. 11 footballs that the Patriots team was using in the AFC Championship game were under the 12.5 psi minimum requirement. The psi numbers ranged from 10.5-11.95. These footballs were then marked as illegal to use and the refs filled all 11 balls up with air to the legal amount and returned them to the Patriots football team (Wells). The balls were returned to the teams when the score was 17-7 in the favor towards the New England Patriots. That means that the Patriots offense scored 28 more points in the second half with NFL tested and regulated footballs. The NFL’s Commissioner, Rodger Goodell, had to take action and thought that it would be appropriate to give Tom Brady a four game suspension that would later get repealed by the courts and would leave Rodger Goodell looking like he has no control over the organization that he is in charge of.

Daryl Washington is a football player who is under contract to play for the Arizona Cardinals. Washington is a promising linebacker that could do well in the NFL if the NFL would let him play a full season. Washington was suspended for the first four games of the NFL season back in 2013 for violating the NFL’s substance policy and according to Gregg Rosenthal, editor of *Around The NFL,* “It’s unclear how Washington violated the policy; that information is confidential” (Rosenthal). The report did not give the specifics of what Washington did wrong to violate the policy but after receiving his second suspension the average fan can guess what his first suspension was for. Washington’s second suspension violated the NFL’s substance policy again and would be suspended indefinitely for a year without pay. Fans and reporters would assume that Washington was using performance enhancing drugs (PED’s), but to their surprise the suspension was for the use of marijuana. Daryl Washington’s agent, Jordan Woy, released Washington’s statement about his season long suspension via twitter saying “I recently learned that I had violations of the NFL Substances of Abuse policy related to marijuana. The Policy is very strict, and I have chosen to take responsibility” (Woy). Washington has not been able to see the field since the 2013 season due to continued violations while under suspension but still remains on the Arizona Cardinals’ roster marked as “Reserve/Suspended by Commissioner” (azcardinals.com).

Steadman Bailey is a football player who is currently under contract with the St. Louis Rams and according to Fox Sports NFL analyst Mike Pereira, Bailey was fined $8,681from the NFL for celebrating a touchdown by laying down and using the ball as a pillow. Bailey was not penalized on the play but he should have since players are not allowed to use the football as a prop when they celebrate a touchdown.

Adrian Peterson is a football player who is currently under contract with the Minnesota Vikings. Peterson is one of the best running backs in the National Football League. SBnation gave us a timeline of the events that are associated with Peterson and his child abuse case. On May 18th, 2014 Adrian Peterson used a switch to discipline his four-year old son that left bruises and lacerations on the child’s body. The bruises and lacerations were found by a doctor a few days later when the boy was at a doctor’s appointment. The series of events that followed were just a mess. On September 4th, a grand jury decided to not indict Peterson on child abuse charges. On September 12th, Peterson is indicted for reckless or negligent injury to a child and the Viking deactivate Peterson for their game against the New England Patriots. On September 13th Peterson turns himself into the authorities and is later released on a $15,00 bond. On September 15th, Peterson releases a statement on the child abuse charges and he is reinstated by the Minnesota Vikings so he can play against the New Orleans Saints. On September 16th,Minnesota’s governor says that Peterson is innocent until proven guilty but Peterson has taken public embarrassment and suggests that Peterson should be suspended. On September 17th, both Nike and Castrol suspend their sponsorship with Adrian Peterson. On September 19th, the Authorities in Minnesota are seeking protective order that would not allow Peterson to have any unsupervised contact with his son. On September 21st, Peterson tries to push for an accelerated trial date so he can play during the 2014 season.

-Ray Rice is a football player who is currently marked as a free agent

-Greg Hardy is a football player who is currently marked as a free agent

-Research on why the NFL won’t be affected by these events.

-Research on why people stay true to their teams

-Explain what I was trying to find in my research and explain what I found in my research.

-Argument and discussion

-Summary

-Conclusion

References

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(Introductory section) this is where you explain background on the topic.

First Header: Secondary research, literary background. Write about what has already been written and researched on this topic. Stay neutral. Not a list of summaries.

Second header: My research- Methods and findings. Explain what I did for my research and what I found out.

Third Header: Discussion of everything- Argument. Based on what you read and what you found in your research, here is what you conclude. Several pages.

Summarize everything

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Concluding paragraph. Same as others